

APRIL 26

# DURHAM CENTENNIAL

1853

1953

**DURHAM'S CENTURAMA**

**DUKE STADIUM**

**APRIL 27 • MAY 2**



# Celebrating Our 65<sup>th</sup> Anniversary

When the Fidelity Bank was founded in 1888, Durham was a village of a few hundred people.



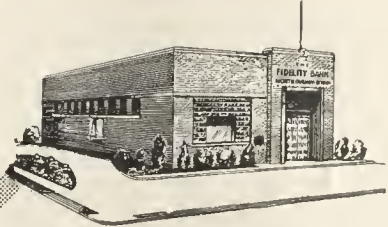
*Wright Block  
First Home of The Fidelity Bank  
January 1<sup>st</sup> 1888*

Today the population of the City of Durham is over 70,000 and the County over 100,000.



## WEST DURHAM OFFICE

Ninth & Perry Sts.  
Free Parking Lot  
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## NORTH DURHAM OFFICE

Roxboro Road & Maynard Ave.  
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Our five conveniently located offices provide complete, experienced banking services to the people of Durham and this part of the State.



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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION - MEMBER FEDERAL RESERVE SYSTEM

# Celebrating Our 65<sup>th</sup> Anniversary



THE DURHAM CENTENNIAL AND HISTORICAL COMMISSION

*Presents*

THE DURHAM  
CENTENNIAL CELEBRATION

*Commemorating*

ONE HUNDRED YEARS OF PROGRESS

*featuring*

THE SPECTACLE

"DURHAM'S CENTURAMA"

Duke Stadium

8:30 p. m.

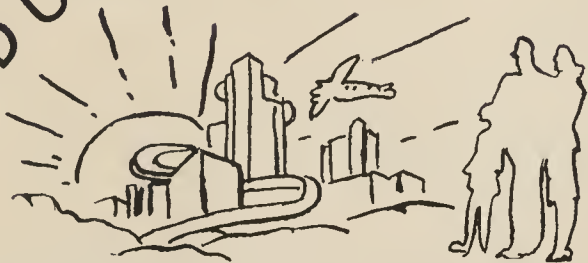
April 27 - May 2

1953

Covers for this Program—Courtesy of Liggett and Myers Tobacco Co.

# NORTH CAROLINA LOOKS TO

## DURHAM



FOR THE FINEST HOSPITAL FACILITIES  
AND MEDICAL KNOWLEDGE AND THE  
FINEST PREPAID HEALTH PROTECTION

Durham citizens are justly proud of their 6 outstanding hospitals:

- Watts Hospital, built and endowed in 1895 by George W. Watts, has for 58 years served the people of the City and County of Durham well.
- In 1901, Lincoln Hospital was organized by Dr. Aaron Moore for the colored people of Durham and surrounding areas.
- Duke University's School of Medicine and its \$4,000,000 Duke Hospital, donated and endowed by James B. Duke, is nationally recognized as a focal point of research, diagnosis and treatment for patients throughout the country.
- McPherson Hospital, founded by Dr. S. D. McPherson in 1926, has added to Durham's reputation as a Medical Center, by its outstanding work in Eye, Ear, Nose and Throat care.
- Since 1950, spastic children in North Carolina have been given a new chance for health and normal living at the North Carolina Cerebral Palsy Hospital, located in Durham.
- And last but not least, the new 500-bed Veterans Hospital which opens this spring is final proof of Durham's right to be acclaimed the leading Medical Center south of Baltimore.

Since 1933, another Durham institution, THE HOSPITAL CARE ASSOCIATION, through its program of Blue Cross service, has helped to make hospital facilities easily accessible to all the people of North Carolina. Blue Cross makes it possible for families everywhere to be independent, by putting hospitalization and medical care in the family budget, along with food, clothing and other necessary items.

Since its organization in 1933, THE HOSPITAL CARE ASSOCIATION has grown steadily to its present membership of more than 230,000, and expects to reach the quarter-million mark by the end of 1953. Approximately 50,000 of these members live in the Durham area, while 192 of the Association's 2,000 employee-groups, comprising business and industrial firms throughout the state, are located in Durham.

HOSPITAL CARE is the fourth oldest Blue Cross Plan in the United States, and was the first non-profit community service plan established in North Carolina.

## HOSPITAL CARE AND THE HOSPITALS OF DURHAM ARE WORKING TOGETHER TO PROTECT DURHAM PEOPLE

To supply its patients with the services they need, a hospital must be financially sound. Blue Cross pays millions of dollars each year **directly** to its voluntary member hospitals, thereby reducing the probability of operating losses which can jeopardize the security and service of a hospital.

On your part, a few pennies a day will assure you and your family of complete Blue Cross hospital, surgical and maternity protection. Join today. Write, call or visit our Durham District Office for full details.

# THE BLUE



# CROSS PLAN

## HOSPITAL CARE ASSOCIATION INCORPORATED

DURHAM, NORTH CAROLINA

E. M. Herndon, Executive Vice-President



# The Durham Centennial and Historical Commission, Inc.

PRESENTING "*Durham's Centurama*" APRIL 27 - MAY 2

209 WEST MAIN STREET • PHONE 9-3612

Durham, North Carolina

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The members of the Executive Committee and the members of the various committees of the six divisions of the centennial organization have earned my gratitude for the loyal and efficient work they have done. Many thanks, too, go to the advertisers in this booklet and to the merchants who have cooperated in many ways. Others to whom our sincere thanks are due for special contributions to the program of the celebration are listed below.

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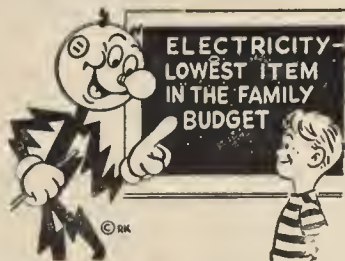
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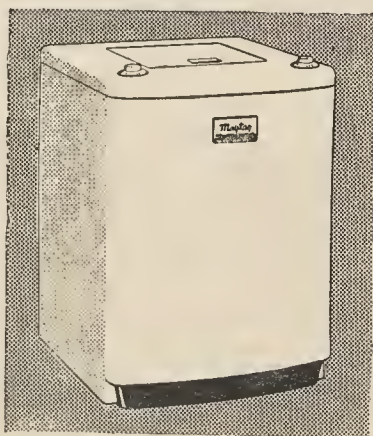
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## 3 Generations Say "Buy the Maytag Automatic!"



### Here's why:

All over America, three generations in the same families have chosen Maytag washers. They know what Maytags can do.

### Features of the Maytag Automatic:

- Famous Gyrofoam Washing Action
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## CENTENNIAL EXECUTIVE COMMITTEE



Members of the executive committee of the Durham Historical and Centennial Commission are shown in the above picture. Left to right, they are: Seated, J. Frank Jarman, pageant; Frank A. Pierson, secretary; M. Arnold Briggs, chairman; Floyd Fletcher, co-chairman, and A. M. Harris, hospitality. Standing, John L. Moorhead, publicity; O. Gordon Perry, spectacle tickets; Leo Spaeth, representative of the John B. Rogers Producing Company which is staging the pageant; Marcus Carpenter, special events, and Ernest S. Booth, treasurer. They, with Leo F. Hicks, make up the Board of Directors also.





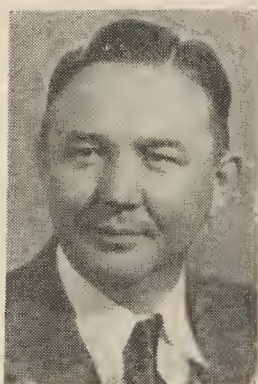
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Durham—Chapel Hill, N. C.

Since 1922

We wish to express appreciation to our many hundreds of customers in Durham and Chapel Hill for the patronage they have given us over the years. We are proud of our personnel whom we are presenting below.



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# Durham's Founder A Physician

by W. F. CARR

Dr. Bartlett S. Durham was born in 1822 at the home of his parents, William Durham and Polly Snipes Durham, in the Southern part of Orange County, about eight miles Southwest of Chapel Hill. He died in February 1858.

The youth decided upon the career of a doctor and took his first training in the office of a relative, and later went to Philadelphia for additional training. This done, Dr. Durham began looking around for a place to establish his practice. He selected the spot which later was named after him. His home stood at a spot on South Corcoran Street, near Main Street, and a tablet marking the spot may be seen on the Depositors National Bank Building. When the North Carolina Railroad, now known as Southern Ry., sought a right-of-way for its tracks through this area, Dr. Durham gave a four-acre tract of land for use in building a station. In appreciation of his gift, the railroad named the station Durhamville, later changed to Durham's Station—then to Durham.

Dr. Durham's home was known as Pandora's Box. The physician was a big man, weighing about 200 pounds, and his portrait that now hangs in the Superior Courtroom of the Durham County Courthouse, shows him as a handsome man. He lived and died a bachelor.

The genial doctor contracted pneumonia during the winter of 1858 at the home of Miss Dora White where he died. Durham's body was carried to the hotel in Chapel Hill where it lay in state for one night and then was taken to Antioch Church for funeral service. The body was laid to rest in the Snipes family burial grounds.

Along about the end of the first World War, soon after I started serving as councilman of the City, Gen. Julian S. Carr told me that he thought something should be done about the burial place of the man after whom Durham was named, Dr. Durham.

The General said he remembered when as a boy

living in Chapel Hill, that the body of Dr. Durham passed through Chapel Hill on the way to Antioch Church Cemetery, some miles out in the country. Also, the General remembered that there was a report that Dr. Durham's body was in a metallic casket and that he had on gold rimmed spectacles, both very remarkable in those days.

Although not as many as today, there were several civic clubs in Durham. In turn I took up with each the propriety of a suitable memorial for Dr. Durham. This matter was promptly, immaturely buried in the

respective public works committees. Finally, rather hopelessly, I contacted Capt. I. N. Pritchard, a highly respected and worth-while citizen of Chapel Hill. He referred me to Carl Durham, a distant relative of the doctor, and now Congressman, from our district. This move proved most helpful. We decided to hire some hands with crowbars to comb Antioch Cemetery; our only clew being a metallic casket and gold rimmed spectacles. For days this crew worked in vain. Then, late one afternoon about the set of sun, one of the hands struck a hard substance and the crowbar made a shining streak against the object. We felt hopeful and decided further investigation was justified. The casket was exhumed. At one end was a slide-over glass. Breathlessly, we

pushed back the slide and there to our wondering eyes appeared the gold rimmed spectacles. The face appeared wonderfully preserved; the fold of the coat, the tie and collar very much in order.

After making sure there was no objection, we brought the casket to Durham. For many days it remained at the Hall-Wynne funeral establishment. Many hundreds viewed it. The City Government graciously agreed to provide a lot and marker. Today anyone visiting the new Maplewood Cemetery will find on a prominent knoll, with suitable marker, the final resting place of Dr. Bartlett S. Durham, the man after whom the City was named.



DR. BARTLETT DURHAM

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Durham, North Carolina

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To Our City  
**DURHAM, N. C.**  
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**UZZLE MOTOR CO.**  
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FRANCHISED DEALER  
Cadillac—Oldsmobile  
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**The Best in Used Cars**

**Happy Birthday to Durham  
on Its 100th Anniversary**

For over thirty years it has been the pleasure of  
this organization to serve the people who have  
made it truly "THE FRIENDLY CITY."

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**DURHAM BUILDERS SUPPLY CO.**  
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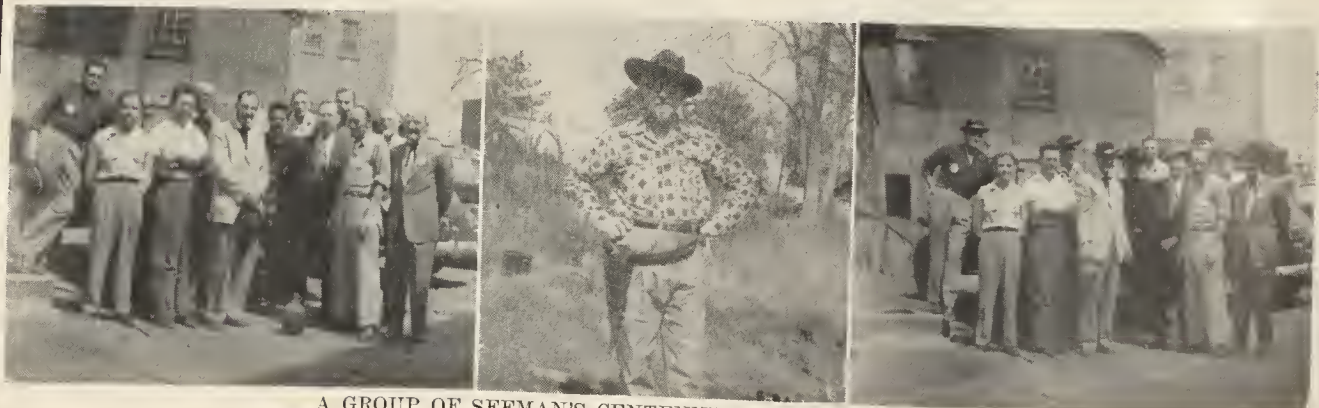


SEEMAN'S "FORCE" ABOUT 1895  
 "Brush" was standard equipment in those days!

SEEMAN'S is one of Durham's pioneer business firms. Founded in 1885 by Henry E. Seeman, the company is now in the third generation of the Seeman family. During the intervening years since 1885 the growth of the company has been marked by the growth of Durham—steady, sure, solid.

**I**N THIS, Durham's Centennial Year, we heartily join in her celebration of a century of growth and development to a position of leadership in the fields of industry and education. We rejoice, very modestly, in the feeling that maybe the type of printing service we have given through the years has contributed, in a small way, to Durham's achievement.

THE SEEMAN PRINTERY · INCORPORATED  
 413 EAST CHAPEL HILL STREET . . . DURHAM, N. C.



A GROUP OF SEEMAN'S CENTENNIAL "BRUSH" BOYS—1953



# City Had Solid Foundation

by WYATT T. DIXON

Durham is a comparatively new city. The exact time of its founding has never been established definitely and exact information of its beginning died with the pioneers who settled here, but old records that are available throw some light upon it.

Boyd's History of Durham, published in 1925, indicates that a post office was located here as early as 1850. Paul's history, which was written in 1884, states that the post office established in Prattsburg in 1845, was moved to Durham's Station in 1852, with the completion of a depot here by the North Carolina Railroad.

Recently thought was directed to the founding year of the town, as local citizens conceived the idea of celebrating the centennial of its founding. Considerable research was made and conflicting information was found. The United States Post Office Department reported that a post office was established in Durham on April 26, 1853. Since this was official and undisputed information, the research committee, set up by the Chamber of Commerce, adopted that date as the official birthday of the town.

Solomon Shepherd was postmaster when the post office was transferred to the new town and it was located at the corner of Main and Mangum Streets.

Durham probably would never have been founded but for the wisdom and generosity of a doctor—Dr. Bartlett Durham, and for the lack of foresight by William Pratt, who owned much of the land in the Ramseur Street section of the town. Pratt declined to grant the railroad, then gradually extending its tracks through the State, land for a right-of-way through his property for the tracks. Pratt operated a large store and was fearful that passing trains might frighten the horses of his customers, resulting in a loss of business. Dr. Durham immediately offered to give the railroad a tract of four acres of land, which offer was accepted and in recognition of his gift, the railroad named the new settlement Durhamville.

Few of the handful of inhabitants probably ever dreamed that the settlement of that day would become the big, thriving city that it is today, whose products of manufacture enjoy world-wide patronage. But, with such noted men as the Dukes, Julian S. Carr, William T. Blackwell, George W. Watts and many others like them to point the way, the foundation was well laid. The metropolis today is a monument to their faith and ability.

The town of Durham was incorporated April 10, 1869, with the bill being introduced in the North Carolina General Assembly by T. M. Argo. The county of Durham was established by legislative act

in 1881, with Caleb B. Green, one of Durham's prominent men of his day and then a member of the General Assembly from Orange County, introducing the measure. The bill was ratified by a vote of the people on April 10, 1881.

Durham was an unpretentious town back in the early years of its life. Dirt streets, that were quagmires of mud after heavy rains, extended in disorderly direction. High stepping stones provided dry passage across the streets for the pedestrians. All buildings were of wooden construction in the beginning but as the town grew brick buildings began to rear their heads over the business district, and fires, considered disastrous to the owners, did their part in the development of the business scene.

Residents of other towns in the State looked down upon Durham as an uncouth, unhealthy place. Wells supplied the water needed by man and beast and Paul in his history asked the question "How often have we heard it remarked that Durham is the hottest place this side his Satanic Majesty's dominion? an opinion largely imaginative."

Some attributed the "unhealthfulness" of the town to tobacco dust but Paul gave the opinion that "so far from being an injury to the town it is a blessing, enjoyed by few places in North Carolina which boast of their healthfulness as compared with that of Durham's."

Cotton gins operated in what is now the heart of the business district and cattle, unhampered by stock laws, roamed the streets at will. William Mangum ran a cotton gin on Chapel Hill Street, between Morris and Roney Streets, and it was no uncommon sight to see cows owned by some of the town's best known residents feasting upon the cotton seeds that were piled high beside the gin. Their bellies full, the cows would make their casual way back to their stables to await milking, for traffic posed no hazard for them.

J. W. Cheek was the town's first mayor. He was elected on Aug. 4, 1869, and served two one-year terms, being succeeded by W. J. H. Durham. Cheek's title was magistrate of police and he worked on the fee basis.

The first store opened for business, following the establishment of the North Carolina Railroad of a depot here, was by B. L. Durham, John W. Carr (father of Julian S. Carr), and James Mathews, with M. A. Angier as clerk. The store was situated at Rigsbee Corner, at the corner of Main and Mangum Streets.

Magistrate Cheek held court for the trial of minor offenders in Durham but defendants charged with

1893

1953

***For Four Generations and Over 42 Years Carpenter's  
Have Sold and Serviced New and Used Automobiles  
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First generation: Duane Carpenter.

Second generation: J. E. Carpenter and J. W. Carpenter.

Third generation: Marcus, Clayton, Austin and Stanley Carpenter.

Fourth generation: Marcus, Jr., Austin, Jr., Gordon and Jimmy Carpenter.

First products handled were groceries in 1893, wagons and buggies starting in 1901, and in 1910 first automotive lines were chain-driven Metz automobiles and Kohler Trucks. Durham's first Ford Dealer, 1911 to 1915, and Durham's first Dodge Dealer. Other lines included Pullman, Oakland, Olds, Reo, Liberty and Elgin cars.

Chevrolet agency acquired in 1915 and held continuously since that date.

Our present personnel who are serving Durham and vicinity today:

Ernest Andrews  
Malcolm Bailey  
James Boone  
Jesse Carroll  
David Clayton  
Percy Clayton  
James Cook  
William Cooper  
Mrs. Helen Copley  
Glenn Cruise  
Betty Daniels  
Dewey Denton  
Walter Everhart  
Roy Farthing  
George Ferrell  
Henry Fuller  
Thornton Gilchrist  
Mrs. Dorothy Gilmore  
Coy Glenn  
Revis Gordon

Belton Griffin  
Jack Hammersley  
Earl Henry  
Erwin Herndon  
Leroy Hilliard  
Dick Holsonbaek  
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Leonard Hurst  
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Ben Kimball  
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Alvis Matthews, Jr.

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East Main Street, Durham, N. C.  
Your Authorized Chevrolet Dealer



more serious crimes were tried in Hillsboro for Durham was a part of Orange County until Durham County was formed.

Durham's first courthouse was erected around 1887. Prisoners were lodged in a small jail until the two-story brick courthouse was erected.

Durham's first public school opened its first session on Sept. 4, 1882, in Wright's Factory, a wooden structure that stood on West Main Street between the present Liggett and Myers Tobacco Company property and the Norfolk and Western Freight Depot. It was obtained under lease and remodeled to suit the needs of the school. During the first month 308 students enrolled and Prof. E. W. Kennedy, native Tennessean, was brought here from the Goldsboro Graded School to serve as superintendent. C. D. McIver, who later became one of the State's greatest educators, was employed as assistant superintendent, and Mrs. M. E. Mahoney, Miss Lula Freeland and Miss Bessie Fanning completed the original faculty. Created by special vote of the citizens for the education of white children, opponents of the school who disliked the idea of boosted taxes for its upkeep, launched a sneeessful fight which resulted in the State Supreme Court declaring the act unconstitutional because it discriminated against the Negro race. This was in 1886. William T. Blackwell, pioneer industrialist and philanthropist, with the aid of Durham's forward-looking citizens, underwrote the expense of the school's operation until a new election could be authorized by the Legislature and approved by the voters. The election was held in 1887 and carried and the public school system became firmly established.

Robert F. Morris was the first tobacco manufacturer to set up a factory in Durham, so far as can be learned. He came to Durham in 1858 with the firm conviction that the new town was destined to become one of the State's leading cities. His plant was a wooden structure that stood on the site of the present American Tobacco Company. In 1860 Wesley A. Wright and G. B. Morris, son of Robert Morris, entered the industrial scene but their business lasted only one year, the firm being dissolved with John R. Green acquiring the plant. Those familiar with Green's role recall that his plant was ransacked by soldiers of the North and the South during the period of the epochal meeting of Generals Joseph E. Johnston and William T. Sherman at the Bennett Place which resulted in the end of the Civil War. Green thought he was ruined but orders began to pour in from all sections of the country for some of that "good Durham tobacco." Business boomed. In 1868 Green's health began to fail so William T. Blackwell and John R. Day were admitted as partners. In 1871 Julian S. Carr entered the business and Bull Durham tobacco became the world's largest selling smoking tobacco brand. Washington Duke, back from the Civil War, began the manufacture of tobacco in 1865 on his farm west of Durham, aided by his famous sons, Brodie, Ben and Buek. Their business grew and around 1874 all of the family were operating their Duke's Mixture plant



The Carolina Hotel was one of the South's finest hostleries. It was built by and named after Gen. Julian S. Carr, one of Durham's earlier industrial leaders. It represented an investment, including furnishings, of around \$85,000.

The hotel replaced the Hotel Claiborne which previously occupied the spot at the northeast corner of Corcoran and Peabody Streets. It was completed in 1893. It contained 70 rooms, all of which were handsomely frescoed by well-known artists, and the furnishings were elegant and expensive. It was heated and ventilated and had its own private electric plant.

Old records about the hotel described it as comparing "very favorably" with hotels of New York. The gentlemen's reading room was decorated in Louis XV style, and the ladies' reception room was decorated in Empire style. The dining room was made attractive by high paneled walls and had a seating capacity of 100 persons.

The hotel was destroyed by fire on May 3, 1907.

Trinity Inn, a hotel building located on the Trinity College, now Duke University campus, was one of the major rooming places of the town during that period. It was built for the accommodation of students of the college and contained 75 dormitory rooms, two parlors, a library and a reading room. The dining room had a seating capacity of 250 persons and the building was heated by warm air and lighted by electricity. The building was remodeled some years later and reduced in size.

Besides these hotels of the period around 1895 the Hotel Freeman and Hopkins House were major hotels, and numerous boarding houses were operated here.

in Durham. Many other firms passed across the industrial horizon only to disappear.

While tobacco had the biggest role in the drama of Durham's development, other types of industry played their part. Through the work of Julian S. Carr, W. A. Erwin, Benjamin N. Duke and other leaders of the day, cotton mills and hosiery mills entered the scene.

The development of the hospital movement furnishes an interesting chapter in Durham's history. The town was growing steadily in 1872 when Dr. Albert G. Carr, brother of Julian S. Carr, fresh from his internship in hospitals in the North, cast his lot with the people of the town. He, better than most citizens, realized the need for an institution where the sick could be cared for. He presented the proposal to erect a hospital to the Durham Medical Society with a proffer of a location, but no definite action

# **147 YEARS OF COMMUNITY SERVICE**

## **64 Years**

### **The Durham Sun**

For three score and four years the leading afternoon newspaper in Durham and its trade area, serving its readers with an endless flow of news . . . fresh, reliable news, well written in a style to be enjoyed by everyone.

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**The Herald-Sun Papers**  
and  
**The Durham Radio Corporation**  
**On the Corner of Market and Chapel Hill Sts.**





EARLY STREET SCENE

Main Street, looking west from the Trust Building

was taken. In 1892 the question was reopened by the King's Daughters. Three years later Dr. Carr interested George W. Watts, who came to Durham to join the firm of W. Duke, Sons and Company, in the idea, with the result that Durham's first hospital became a reality. A site, located at the northeast corner of West Main Street and Buchanan Road, was purchased and a building erected at a total cost of around \$30,000. In the beginning there were 20 beds, with all but four being in the public wards. On Feb. 21, 1895, the hospital was formally presented to the town in ceremonies staged in old Stokes Hall, then the community center.

The Baptist denomination was the first to found a church in Durham when in 1845 the Rose of Sharon Baptist Church was organized and a building erected one mile south of West Durham. Five years later, the shift of population to Durhamville and Prattsburg brought the decision to move to Durhamville and the first church, which was the forerunner of the First Baptist Church, was built on Pettigrew Street, near McMannen. The Methodists, who had organized a church one mile east of Durham, decided to move to town and in 1861 a small wooden building was erected on the site of Trinity Methodist Church which

was named Durham Methodist Church. The Presbyterians organized a church in 1871, with 11 members. For a few years a struggle for existence went on until about 1874 a movement was started to build a house of worship. Property at Main and Roxboro Streets was purchased and a building constructed. The church is the First Presbyterian Church of today. The Episcopalians started a movement to organize a church here in 1878 but the formal organization was not made until the following year. In 1880 a frame building was erected on the site of the present St. Philip's Episcopal Church. In 1879 a few Roman Catholics came to Durham. In 1887 they rented a hall on Corcoran Street for their services and in 1905 a permanent home was erected on West Chapel Hill Street where it continues to serve the ever-growing membership. The Christian Church had its beginning in 1889 and the first services were held in the Court-house. The denomination's first building was erected on Liberty Street and in 1907 it purchased its present property at the southeast corner of Main and Gregson Streets. Durham Jewry has worshipped God in three places. The congregation was formed in 1892 and its first meeting place was on the third floor of the Johnson Building on the southwest corner of Main

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John L. Markham, early merchant of Durham, had the distinction of being the first firm to operate in a brick structure. The building was located at the southwest corner of Main and Mangum Streets. The date of its construction is not known but the first meeting of the Board of County Commissioners held after Durham County was formed was held on the second floor of the store building on May 2, 1881. Markham carried a general line of merchandise.

and Church Streets. In 1905 they bought the old Christian Church building and the present brick structure was erected in 1921. Numerous other denominations followed.

Durham's first public library was built in 1897 and was occupied on the evening of Feb. 1, 1898. It was a monument to the work of Durham's women and sparked by the Canterbury Club. The first location was at Five Points and the site was given by Miss Lallah Ruth Carr, a member of the Canterbury Club. The entire town helped in the project through funds subscribed to it. The present Carnegie-endowed building was completed and occupied in 1921.

No history of Durham would be complete without reference to the establishment of Trinity College, now Duke University, for it gave a decided boost to the town's claim that Durham was a place of culture as well as industry. It had its beginning in 1838 when a group of Methodists and Quakers in Randolph County established Union Institute, which was a one-room log building. In 1851 it became Normal College and

in 1858 it was turned over to the Methodist denomination and chartered as Trinity College. Under the leadership of President John Franklin Crowell, a movement was started to move the institution from the country to the city. Raleigh and Durham put in strong bids for it and Raleigh's offer was accepted only to be withdrawn and in 1892 the college was moved to Durham. Liberal gifts of land and money were made by the leading citizens in their successful fight to land the institution. Julian S. Carr gave old Blackwell Park which contained 62 acres of land and Washington Duke led in cash contributions with a gift of \$85,000. Gradually Trinity College grew and became one of the state's outstanding educational institutions. In 1924, through the gift of \$40,000,000 by James B. Duke, conditioned that the institution's name be changed to Duke University, the present great university emerged. In due time the record-breaking building project was underway and today the name of Duke University is familiar throughout the world.





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# Pioneers Did Job Well

by ZALPH A. ROCHELLE

About the first time the eyes of the writer, a little five-year-old country tyke dressed in home spun and woven trousers whose legs ran down to his brogan shoe tops, saw what was in reality the early days of Durham, which was just beginning to feel its metal and its industrial life was in 1884.

The population was approximately 2,100 and everybody, including father, worked from 6 a.m. to 7 p.m. for from 25 cents to 75 cents per day of 12 hours. This was ten years after Washington Duke and his sons Brodie L., Benjamin N. and J. "Buck", removed their tobacco business to Durham; ten years after E. J. Parrish and J. E. Lyon opened the Farmers Warehouse on the east side of what is now Church Street and across from which was the first City Market, hard by which was the old well. Both these buildings were on the present location of the Union Depot and along beside what was then the Richmond and Danville Railroad. Just across the railroad was the Z. I. Lyon tobacco factory which in 1911 was the property of the City and used as a city stables and rock crusher plant.

In the seventy-three years (Oct. 19, 1952) that the writer has been closely in touch with Durham, it is difficult to realize that the Durham of 1884 has become "Durham Renowned the World Around" and a metropolis of 71,000 people and known now as a City of education, industry, Chesterfields, Lucky Strikes, B.C., Erwin sheets and pillow cases, Occo-nee-chee flour and Duke University second to few, if any, educational institutions in America. We also have a large and growing Negro College.

In 1884 J. A. and J. M. Odell and W. H. Branson organized and established the Durham Cotton Manufacturing Company in East Durham. I remember well its construction and how I, boy-like, rambled through its boilerroom where many years later Mr. Branson lost his life by accident. This mill followed the usual custom in its hours of work, 6 a.m. to 7 p.m., and the members of whole families from 6 years up worked in the mill. The wages were from 25 cents per day up for 12 hours' work. These were the days of "Reconstruction" in the South and money was hard to get and it had great purchasing power. About the only poverty was of education and there was little if any charity. The mothers ran the homes of these mill families and did all the work which was all primeval as there was no electrical equipment. Water had to be pumped or drawn from wells and sometimes one well would serve many families. Even the mill used wood for its boilers as there was no coal, as did the railroad. My dad hauled thousands of cords of pine wood, as did hundreds of other farmers, to this mill

at one dollar per cord. The wood for the railroad was hauled and stacked along the bank.

In uptown Durham there were no really paved streets. They were "roads" and at the crossings there were stepping stones for the foot-travelers. The homes were widely scattered and the best homes were found on Ramseur, Pine, Cleveland, Dillard and McMannen Streets.

As Durham's tobacco became more and more widely advertised and widely used people's attention was more and more turned toward Durham and various and sundry small businesses and stores came and cast their lots here. "Bars" also came as the people also demanded their drink and their smokes and chewing tobacco.

In the early nineties Durham went "prohibition" and it was said that even then whisky was plentiful. Being in town one day and seeing people going down the alley between the jail and Overby's restaurant, I went down to investigate. There was a "used" hole just under the fence and as the fellows would drop a quarter in it, soon a pint of whisky would take its place.

Strange as it may seem, streets grow, prosper and become popular like people. However, a street's prominence depends upon its citizenship. Ramseur Street down to Redmond's Hill was said to be the best street in Durham for many years as on it lived many of Durham's best citizens. Even General Julian S. Carr built his mansion on the block cornering on Dillard and Ramseur. It was said to be the most beautiful home in North Carolina. The beauty of its architecture and plan was certainly unexcelled in Durham.

General Carr, as a real matter of fact, judged by his influence and the many things he did in his varied business and other adventures, was the "Father of Durham." He really caused Trinity College to be located here in 1892 as he gave what was then known as Blackwell Park acreage which is now a large part of the East Duke Campus. General Carr deserves much credit and honor in the all around Durham's success.

Durham to a great extent carries the physiognomy of its founders. When we consider the outstanding names of the pioneers such as the Chisenhalls, Cozarts, Holloways, Unsteads, Rileys, Lockharts, Mangums, Angiers, Blackwells, Rigsbees, Lyons, Dukes, Turrentines, Reamses, Geers, Leathers, Walkers, Redmonds, Lattas, Cannadys, O'Briens, Carrs, Carringtons, Durhams, Proctors, Fullers, Moreheads, Herndons, Beneshans, Camerons and many other familiar names, which for many years and even now have been prominent in

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The above picture shows a circus parade in Durham on May 28, 1895. The scene was a portion of Main Street and the small crowd of onlookers indicates the smallness of the town's population. The street was unpaved and the sidewalks were covered with slate. Awnings were extended the full width of the sidewalk to shade the passersby from the sun. The parade was heading West.

Durham's history of progress along all lines of industry, education and religion, we are not surprised that Durham has become known around the world.

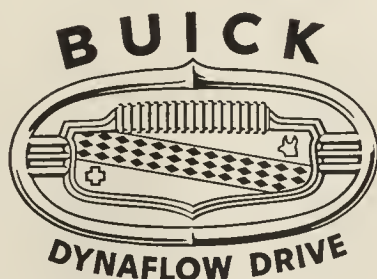
Dr. Bartlett Durham's home was really in the City and stood about where the silk mill is now on Coreoran Street. Just a short distance across the road, in the early eighties was the flag-station depot of the North Carolina Railroad which later became the Richmond and Danville Railroad Company and is now a part of the Southern Railway system. However, it is still the property of the State of North Carolina.

After the close of the War Between the States in 1865, Confederate securities and state bonds and treasury notes had been repudiated, especially those issued between 1861 and 1865. Durham, for some years until 1878, was really a frontier town. It had no bank or place for the safe keeping of the people's money and all banking was done in Raleigh. This made it hard for people to do business here.

In 1878 a young business man, Eugene Morehead,

from Greensboro came to Durham. He was the son of Governor Morehead who had a large hand in the upbuilding of North Carolina before the War began in 1860. He came to Durham, acting as stamp agent of the United States Department of Internal Revenue. The large increase in the manufacture and sale of tobacco was the result of his coming. Within six months this enterprising, wide awake young man organized a private bank under the name of "Eugene Morehead Banker." This bank prospered and filled a great need of the community. In 1884 Gerald Watts of Baltimore, father of the late George W. Watts, took stock in this bank and its success was assured. In 1889 Morehead died and the bank was reorganized as the Morehead Banking Company. In 1906, this bank was again reorganized and became the Citizens National Bank. This was still the first and only bank in Durham, until 1886, and Benjamin N. Duke was its president.

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#### DISASTROUS FIRE

Much of the block of buildings in Durham's downtown business area on the north side of Main Street between Coreoran and Mangum Streets, was destroyed by fire in one of the city's most destructive and spectacular fires March 23, 1914. The picture above shows the scene of ruin resulting from the blaze. Weak water pressure rendered the fire department helpless during the early part of the fire and soon it was out of control.

The second bank was the Bank of Durham and W. T. Blackwell was its promoter. It was too liberal in extending credit and in two years, 1886, it failed and carried with it sixteen business firms and also Blackwell's fortune. Other banks began to be organized such as the First National Bank (J. S. Carr) (1887), Fidelity Bank (1889), Home Savings Bank (1904), organized by George W. Watts for the main purpose of saving mortgaged and financially distressed homes.

To General Julian S. Carr is due largely the credit for the cotton manufacturing business in Durham and the Dukes followed with the Erwin Mills, B. L. Duke with the Pearl Cotton Mill named after his daughter, and the Commonwealth Cotton Mill (B. L. Duke).

It must be remembered that with Durham's enterprising people, obsessed in manufacturing and banking and miscellaneous businesses, there went hand in

hand religion and education. These great business leaders established schools, churches, colleges and universities and gave generously to their maintenance, upkeep and expansion. As a result of the influence of Durham's great pioneer leaders, we now enjoy the best in schools, churches and educational institutions. Duke University was made possible by a redheaded Durham boy, J. B. Duke, who had visions and dreamed dreams.

Durham City and all it ever was, is, or will be, is a direct product of tobacco. It eats, breathes, sleeps and has its being in tobacco and woe be the day should we lose the tobacco business, or any citizen lay his hand upon it in any way to throttle it.

The first tobacco warehouse was opened in 1871 by W. T. Blackwell and Company and Blackwell bought the first pile sold.

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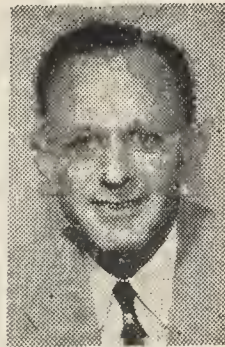
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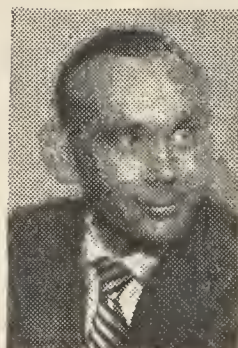
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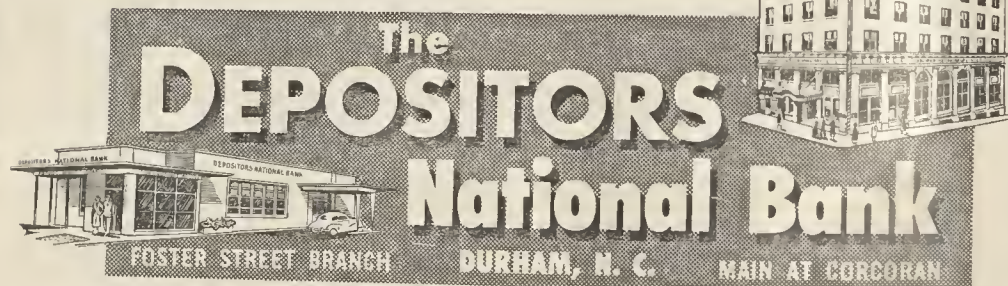
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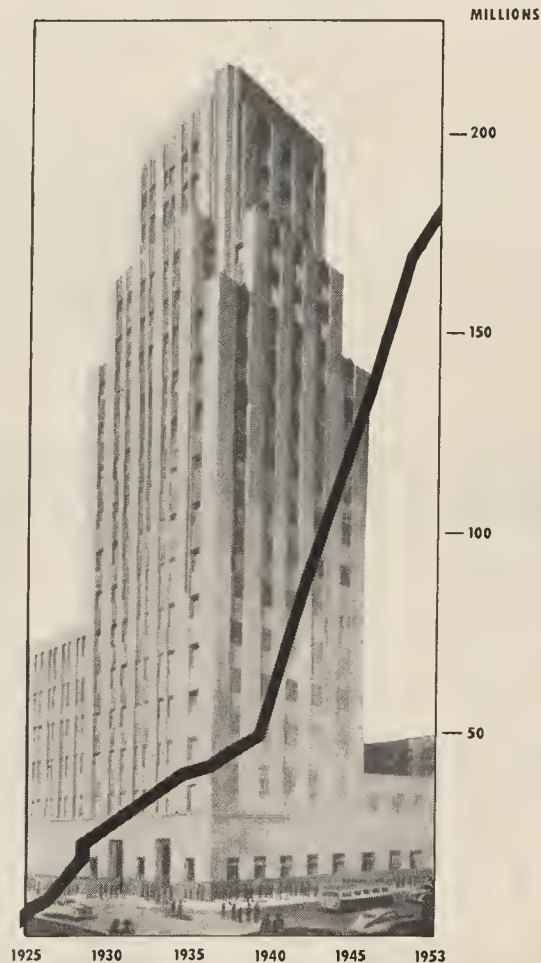
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It is a privilege to be participating in Durham's Centennial Celebration. All of us hope to contribute substantially to the growth and development of our City for those who will celebrate Durham's Bi-Centennial in 2053.

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APRIL 27-28-29-30 and MAY 1-2, 1953

## NARRATIVE SCRIPT

By George Elias

### THE PROLOGUE

A brilliant scene in which the Celebration Queen "Miss Centennial" and her companion queen, "Miss Durham County" welcome visitors from every corner of the nation. Surrounded by beautiful young ladies of her court, the queen's cadets, sailorettes, antebellum ladies, Boy Scouts, Girl Scouts, and Ladies-in-Waiting, she greets representatives from the Forty-Eight states. (Coronation Monday Night Only.)

### EPISODE ONE

#### "THE BEGINNING"

(The arrival of the conquistadores, traders and settlers)

This is the DURHAM STORY! An epic of a tidal wave of freedom-loving men and women sweeping on to a new world rich with natural resources beyond the dreams of the ages! Rolling back the great curtain of darkness and wilderness they came; across the trackless ocean they sailed. First the conquistadores, then the traders, then the pioneers, who, with dauntless courage, dared the unknown; with flashing axe they widened its trails and expanses in the unceasing determination to build a new era in our civilization!

### EPISODE TWO

#### "THE HERITAGE OF FREEDOM"

(Early Indian Lore)

It didn't all begin just a century ago. The roots hark back into many lands and many people. Actually the scene has altered materially. Where today a great community stretches its civic enterprise, churches, halls of education and industrial structures; where an unique modern city of 77,000 weaves its daily life into the fabric of an energized nation, there once stood a virginal wilderness.

Shortly after the year 1670, the OCCONEECHEE were joined by the SAPONI and the TUTELO Indians. They joined because of their constant struggle against the IROQUOIS. These tribes lived in peace, and friendship and thrived, but their wealth aroused the jealousy of the SUSQUEHANNAS. In the year 1676 the strident call of the "War Cry" was heard.

### EPISODE THREE

#### "MEN OF DESTINY"

(The arrival of Explorer John Lawson in 1701)

It was in the year of 1701 that Explorer John Lawson visited the Eno Indians who shared this region with the Occaneechees. Lawson was greeted by Indian Chief Eno Wills and for the visiting Englishman the Chief gave a festive reception.



#### EPISODE FOUR

### "THE LEGEND OF THE RED BIRD"

(How the Red Bird Got Its Color)

This is the enehanting story of the Indian Princess Ulalee, who was fond of birds. Told in song and dance is her love for our feathered friends and her subsequent, tragie demise. The tale is also told of the avenging of her death by her faithful lover and how, in the legend the Redbird came to have his brilliant, cardinal plumage.

#### EPISODE FIVE

### "EARLY AMERICANA"

(The Pioneer Spirit Leaps Forward)

Across the Bermuda Hundred to the lands of the Catawba Indians, came the traders, hunters and military expeditions. The same trail was later used by farmers of Central North Carolina for their sojourns to Petersburg which was a great market eenter in the antebellum days.

The first White Settlers who came into what is now Durham County were of Scotch-Irish descent. They secured their land grants from the Earl of Granville, who was landlord of one-eighth of all Carolina.

#### EPISODE SIX

### "FREEDOM OF RELIGION"

(The Importance of Religion in a Demoearcy)

When the first settlers came, they brought not only their determination and courage, but another priceless gift—their faith in God. The first Religious Services held in this area were conducted by eireunit-riding ministers who came to the area several times a month. The first ehurch built in Durham was that of the Baptist Denomination in 1845. On August 12th of that year, Reverend Jesse Howell, William Dupre and John Judd organized the Rose of Sharon Baptist Church in the Piney Grove School House which was located one mile west of South Durham. The second church established in Durham was the Trinity Methodist Church.

#### EPISODE SEVEN

### "THE DAWN OF EDUCATION"

(An Early School in Durham County)

As the area started to increase in population, education became a subject of great consideration to the people of Durham. The earliest record of a school was a log cabin on the spot near General Carr's old residencee. A mile or two east of it was a little Methodist Church where private school was taught. However, the important venture of early times was the building of an academy in 1852. The first teacher was Bennett C. Hopkins. It is safe to say that he was the principal, perhaps the only teacher until the end of the War Between the States.

From the crude surroundings of a simple beginning,

to the fine system of schools today, Durham has rapidly progressed in its march toward higher education and learning.

#### EPISODE EIGHT

### "THE COMING OF THE IRON HORSE"

(The Iron Horse Helps Push Back the Frontier)

Although North Carolina was a growing state and its mainstay was agrieulture, there was still a noticeable tendency toward industry. With the establishment of industrial ventures there came the neecessity for getting the new, manufactured products to market, and therefore the early pioneers became interested in a railroad system. It was the foresight of Dr. Bartlett Durham and his donation of four aeres to the railroad site that brought the first train to Durham-ville in 1854.

#### EPISODE NINE

### "WAR BETWEEN THE STATES"

Like an overwhelming tidal wave, the pioneers were swept along until they clashed in conflict. The War Between the States turned forges into faactories for cannon, rifles and iron plates . . . brother against brother on the bloody fields of strife!

In Eastern Orange, now Durham County, the call to arms was readily answered. In the famous Bethel Regiment, which was organized and sent to the front in Virginia before North Carolina adopted its ordinance of secession, Company D was made up of Orange Light Infantry, and its men included John Barbee, John Bennett, William and James Chisenhall. Later, the men were placed in Company G under the command of John F. Freeland of Chapel Hill, who later became a resident of Durham.

#### EPISODE TEN

### "THE BENNETT HOUSE AFFAIR"

(General Sherman Meets General Johnston at the Bennett House)

During the War Between the States there was little actual fighting around Durham or East Orange, but during that period, a large number of refugees from war-torn Southern cities came to Durham.

Perhaps the most dramatic and historial aspect of the conflict was the meeting of the Confederate Army's General Joseph E. Johnston with the Union Chieftain, General Sherman. This meeting was held at the Bennett House in April, 1865. It constituted the surrender of the last Confederate Army east of the Mississippi, which helped to terminate the war and avoid its prolongation.

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## EPISODE ELEVEN

### "INDUSTRY BEGINS"

(The Story of Tobacco)

In 1865, Durham was still a trading and shipping center for the people of East Orange, which is now Durham County. The soldiers had returned home; the South was in a bad economic condition, but out of the rubble of that dark period rose a new and promising future for Durham—tobacco.

During that period, Mr. Washington Duke found himself almost destitute, having only 50¢ in good money, but using his ingenuity and a small amount of tobacco which he prepared and sifted, he started what was the beginning of Durham's largest industry, and which has earned for Durham, the nickname—"Tobacco Land, U. S. A."

## EPISODE TWELVE

### "THE GREAT CONFLAGRATION"

(Fire Destroys Two City Blocks)

1881 was a poor year for the City of Durham. The depression was still on; the farm prices hit a new low, but the most spectacular event of the year happened at midnight, January 1, 1881. Without warning, a devastating fire leaped through two city blocks between Mangum and Church, causing \$50,000.00 in damage. It was the following year that Durham got its first volunteer fire department.

## EPISODE THIRTEEN

### "A CATHEDRAL OF LEARNING"

(Trinity Moves to Durham)

Through the efforts of the Duke Family, General Carr, and Trinity's Dr. John F. Crowell, Trinity College moved from Randolph County to Durham. Mr. Washington Duke's generous offer of \$85,000.00 and Raleigh's waiving previous priority, made it possible for the College to be ready for occupancy in September, 1892.

## EPISODE FOURTEEN

### "THE TURN OF THE CENTURY"

(A Nostalgic Return to Durham of Yesteryear)

It was the era of "The Bicycle Built for Two," "Leg o' Mutton Sleeves," "Empress Eugenie Hats" and "wasp-like waists."

"Pull down your vest" and "23 Skidoo" were forerunners of the slang terms of today. The fair was great and everyone was in the mood for basket picnics, a "rollicking" game of croquet or riding in a "Surrey with the Fringe on Top." The innovation called the "horseless carriage" made its appearance and caused quite a sensation. The "naughty" girls were the Can-Can Dancers who travelled with the Medicine Shows. All good clean fun of the "Gay '90's"—reminiscent of the days when 'grandma' was in her teens!

## EPISODE FIFTEEN

### "WORLD WAR I"

(United States at War)

In 1914, Durham heard the troubled sounds of war in the making as President Wilson protested unrestricted submarine warfare. However, the climax came in 1917 when the Lusitania was sunk and the United States entered the war.

Distinct military glory was achieved in 1918 when the 120th U. S. Infantry, commanded by Sydney W. Minor of the 113th Artillery, of which Sydney W. Chambers was Lt. Col., assisted in breaking the Hindenburg Line. In these Regiments, Company M and Battery C were predominantly made up of organizations from Durham.

## EPISODE SIXTEEN

### "THE ROARING TWENTIES"

(The Charleston)

It was the golden age of "Yes, We Have No Bananas," Plus-Fours, and the "Flappers." A dance sensation hit the nation and everyone in Durham was doing—"The Charleston!"

## EPISODE SEVENTEEN

### "DUKE UNIVERSITY"

(Trinity College Becomes Duke University)

The most significant fact during the "'20s" was that out of Trinity College came the re-birth of one of the world's finest educational institutions—Duke University. Through the generosity of the Duke Family and the "Duke Endowment" of Forty Million Dollars, the little school which had its beginning under the tutelage of Brantley York, and later Braxton Craven—from the Union Institute to the days of old Trinity—there has arisen a Cathedral of learning which is known throughout the world.

## EPISODE EIGHTEEN

### "WORLD WAR II"

(The United States Is Attacked at Pearl Harbor)

With startling suddenness on the quiet afternoon of December 7, 1941, the news of war came to the United States for the second time in a generation. The Japanese had attacked Pearl Harbor! Places like Auzio, Guadalcanal, Mt. Surbachi, The Battle of the Bulge and the South Pacific were just a few of the historic places in which many Durham boys fought, struggled and died.

## EPISODE NINETEEN

### "HISTORY IN THE MAKING"

(The Beginning or the End)

With the arrival of the "Forties" came man's knowledge of splitting the atom. This he used for a defensive measure—a weapon of destruction that here-

tofore had been unknown or unequalled.

Today he is striving to use the atom for peace-time progress. Will it be the beginning of a new advanced civilization—or the destructive end?

#### EPISODE TWENTY

### "THE WHEELS OF PROGRESS" (A Salute to Durham)

There are no bounds or limits to the frontiers of our Freedom. We have built our schools, hospitals, libraries, laboratories—we have brought forth symphonies and written great literature. Now the darkness and wilderness are far behind. Ahead lie new boundaries, widening, expanding—certain to roll back before the same unquenchable spirit of which we are the heirs. As descendants and progeny of a Pioneer People, it is ours to go forward to surmount the obstacles, to keep the faith.

So proudly we hail—Durham's Second Century!

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# Industry – Education – Medicine

## DURHAM 1953

by FRANK A. PIERSON

Other articles appearing in this record of a century of progress give the reader of today a picture of past eras in the building of Durham. They present a success story that will give inspiration to the builders of the Durham of tomorrow.

For those, who in another generation may finger through these pages, it may be appropriate to record for their information a sketch of Durham as it is at the close of the first hundred years. They may thereby make comparisons with the Durham of their day to the Durham of 1953.

Among the cities of North Carolina, Durham ranks first in higher education, first in medicine, second in industry and fourth in population. Durham has been a center of industry from the time the to-

bacco industry was founded. Then came Trinity College followed by Duke University to add another word to the city's slogan. Developing into the chief medical center of the South, Durham today is known as the City of "Industry, Education, Medicine."

Around any one of these three components of Durham's economy a thriving community could be built. Combined, they give Durham an economic and cultural foundation that is difficult to equal, much less surpass. Nature adds to Durham's blessings by giving us an equable climate with a mean annual temperature of 59.6 degrees, an average yearly rainfall of 47.19 inches and a growing season lasting from 190 to 200 days.

There are 73,003 persons living within the city



OLD HIGH SCHOOL—PRESENT CITY HALL

The picture above shows the City Hall on Morris Street. When the building was erected in 1905 it was for use as the city's high school. The exterior was altered after the City purchased the property for use as a City Hall. Originally a dome topped the building and two high columns stood at the main entrance. The City Hall was moved to its present location when the old Academy of Music, where the Washington Duke Hotel stands today, was sold. The offices were located in the South end of the building.



limits, an area comprising 12.8 square miles. Durham has more people per square mile than any other North Carolina city. In the county, including Durham, are 104,000 persons. There being no other incorporated municipality in the county, Durham business draws immediately upon a metropolitan area of that much population concentrated in 312 square miles.

Within the city there are 20,160 dwelling units and another 10,000 outside the city. The Centennial year finds Durham confronted with growing pains. With little room left within the corporate limits for development, either annexation of outlying territory or finding a means for extending water and sewer beyond the city is a problem facing our citizens at the beginning of the second hundred years.

Durham's over-all annual pay roll amounts to \$100,000,000. The 110 industries include the manufacture of 23 brands of cigarettes, 8 of smoking tobacco, sheets and pillow cases, hosiery, flour, corrugated fibreboard containers, wooden boxes, modern and antique reproduction furniture, proprietary medicines, roofing, fertilizer, mattresses, lumber products, meat packing products, package and labelling machinery, rock crushing and asphalt, foundry and machine shop products, livestock feed and seed cleaning, clay, cement, brick, concrete, and cinder blocks, bakery products, venetian blinds, foods, nylon and

rayon refinishing, poultry processing, and surgical instruments. This gives an idea of the diversification, although tobacco and textiles continue in first place as they did in the early days of Durham.

The average number of workers is 25,000 and the average weekly wage is \$52.95. These figures do not include Duke University, which alone has a payroll in excess of \$7,000,000 and the medical center with a similar amount.

Duke University has 4,000 men and 1,000 coeds in the student body. They spend about \$3,000,000 beyond tuition. The parents and other visitors, the hosts of people coming to football, basketball and other sports events swell the income to Durham from its chief educational institution. At the same time, Duke gives Durham a cultural flavor which adds much to the pleasantness of living here. The Chapel Choir, the Men's Glee Club and Coeds Triple Trio are supplemented by a series of concerts by top professional artists during the winter. Lectures by outstanding personages of this and other countries appear on the speakers' rostrum.

North Carolina College, with an enrollment approaching 1,500, gives a lift to the Negro population which is now 36 percent of the total. Programs of music and lectures and a well-rounded sports schedule are well patronized.

There are 22 public schools with an enrollment



DURHAM HIGH SCHOOL



of 11,503 and 440 teachers; a parochial school with 198 students; two business colleges and several private schools. Durham maintains its keen interest in support of education, such support being historic in the city's life.

In the field of medicine no other southern city has made the strides that Durham made in a quarter century. Today, there are 1,900 beds in seven hospitals—Duke, Watts, Lincoln, Veterans Administration, McPherson, Tuberculosis Sanitarium and N. C. Cerebral Palsy.

The more than 3,000 employed are another important factor in Durham's growth. A hospital annual pay roll of over \$7,000,000 and the in and out patients numbering upwards of 150,000, plus the visitors, give an added impetus to the busy life of Durham.

In transportation, Durham rides the rails, the highways and air. There are five railroads, five bus and 20 truck lines, and three airlines. Durham is the focusing point for a system of highways to all points in the United States.

Four home office insurance companies and a growing wholesale district give further diversification of enterprise. All of these activities show up in postal receipts of \$881,000 for 1952, the all-time peak to date. The tobacco industry makes Durham an inland

port with customs receipts running from \$3,000,000 to \$4,500,000 yearly.

Retail sales made their high in 1948 with \$98,208,000. The 1952 sales were \$92,000,000. Durham's concentration of people and traffic problems have caused community trading centers to spring up in outlying sections, but 90 percent of the trade continues in the main business center which has well-equipped modern shopping facilities. The city is now engaged in planning off street parking to alleviate downtown congestion.

Five commercial banks have total resources of \$90,469,547, a capital surplus of \$7,174,536 and total deposits of \$83,294,983. The two industrial banks show resources of \$4,936,840, capital surplus of \$1,214,494 and deposits of \$3,722,346. Assets of four building and loan associations amount to \$33,048,358. In 1952 the debits to individual bank accounts totalled \$1,579,546,000, an all-time high.

Durham's tobacco market is big business. It draws many thousands of growers here each fall season. This past year 45,429,642 pounds of bright leaf went under the auctioneer's chant for \$22,037,694.

Durham 1853 soon became a city of industry, Durham 1925 was industry and education, and Durham 1953 is industry, education, and medicine.



POST OFFICE AND FEDERAL BUILDING—1953



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**SECOND BUILDING**

The Durham Public Library building on East Main Street, shown above, was occupied in 1921 and replaced the wooden structure that stood at Five Points. The structure cost around \$40,000 and was made possible largely through the Carnegie Corporation contribution of \$32,000.

A movement to provide Durham with a public library was started in 1896, largely through the efforts of the Canterbury Club. Miss Lallah Ruth Carr, member of the club, offered a building lot, now occupied by the Piedmont Building, and the women of the town raised \$1,700 in pledges for the project. The wooden structure was opened to the public in 1898 and was the first public library in North Carolina to open without the payment of dues or fees.





AERIAL VIEW OF CITY OF DURHAM—1953



# AUSTIN-HEATON COMPANY

Durham's Own Flour Mill

Since 1902

---



Picture of mill showing new wheat bins

Manufacturer  
of  
Three Famous Flour Brands

**PEERLESS**

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**OCCO-NEE-CHEE**

Self-rising

**BON-TON**

Plain & Self-rising

Durham housewives who are discriminating as to quality yet want to get full value for their money and at the same time exhibit community patriotism can buy there products with assurance. They will fill satisfactorily every home baking need. You can't do better than you can do at home. Your grocer can supply you.





# M. M. FOWLER, INC.

DISTRIBUTOR

*Gulf Products*

PROUDLY WE PRESENT OUR PERSONNEL



## NAMES OF EMPLOYEES, POSITION, YEARS SERVICE

Front Row, Left to Right: A. E. Roquemore, Sales Representative (25), M. M. Fowler, Distributor (16), Lee Christian, Salesman (8), Mrs. J. H. Gooch, Jr., Clerk (6), Miss Ann Fowler, Clerk (1), M. U. Abernethy, Driver (1), J. L. Glover, Salesman (9), H. A. Dunson, Plant Mgr. (27). Second Row, Left to Right: W. E. Blalock, Driver (7), S. W. Gray, Salesman (3), Z. R. Downey, Salesman (30), Wm. H. Fowler, Salesman (6), B. B. Tatum, Mechanic-Salesman (9), E. T. Tatum, Mechanic (17), J. E. Wheelous, Salesman (1), E. E. Lanier, Driver (6), R. M. Motley, Salesman (6), W. V. Duncan, Warehouseman 10).

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GASOLINE, MOTOR OILS, FUEL OIL, KEROSENE, TIRES, BATTERIES & ACCESSORIES

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# COMMITTEES

## EXECUTIVE COMMITTEE

M. A. Briggs, *President*  
Floyd Fletcher, *Vice-Chairman*  
E. S. Booth, *Treasurer*  
Frank A. Pierson, *Secretary*

### Board of Directors

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A. M. Harris	M. A. Briggs
Floyd Fletcher	Frank A. Pierson
· E. S. Booth	

## FINANCE DIVISION

E. S. Booth, *Chairman*

### Novelties Committee

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Guy H. Bennett	Frank W. Jones
Spurgeon Boyce	Wade Myers
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James H. Collins, Jr.	W. W. Noblin
Norman H. Crabtree	Mrs. Gappie Porter
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C. L. Brewbaker	Earl Wrenn
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M. W. Vick	Grover Long
Robert D. Holleman	Ruie Eubanks
Henry Godwin	A. D. Atwater
Henry Huttaff	R. L. Blackwell
Harold Moses	Vernon Jones
Ed W. Dula	Johnnie Sokolowski
Fred Hecht	Jake Nurkin
Charles Lewis	Ed Coble
Ed. Higgins	Marvin Watson
Clarence Whitefield	Bob Lyon

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Wm. E. Stauber      M. B. Fowler

### Official Hat Committee

LeRoy Graham, *Chairman*

## Concessions Committee

Marvin Fowler, *Chairman*

G. M. Miller	E. W. Carlton
H. E. Gwin	D. S. Scarboro
W. L. McDade	A. E. Roquemore
E. C. Dameron	F. L. Christian, Jr.
D. D. Owen	D. M. Williams

## Decorations Committee

Lee Goodwin, *Chairman*

## SPECTACLE TICKET DIVISION

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### Queen Contest Committee

Miss Maggie Morris, *Chairman*

### Gate and Ushers Committee

Robert S. Hicks, *Chairman*

### Advance Ticket Committee

William A. Kirkland, <i>Chairman</i>	Frank B. Gray
Ed. S. Swindell	
J. L. Trevathan	

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### Radio Committee

Charles Lewis, *Chairman*

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### Distributive Committee

Harold Styers, *Chairman*

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## SPECIAL EVENTS DIVISION

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C. Mack Clarke, *Vice-Chairman*  
J. J. Henderson, *Vice-Chairman*  
J. A. Kornegay, *Parade Chairman*  
Winston Montgomery, *Co-Chairman*  
Tom Connally, *Marshall's Committee*  
Buck Hutchins, *Chairman-Float Committee*  
Southgate Jones, Jr., *Historical Chairman*  
C. T. Council, Jr., *Fireworks Chairman*  
Arthur Vaun, *Celebration Ball-Chairman*



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# C O M M I T T E E S

## **"Commemoration Day" Committee**

Trela Collins, *Chairman*

R. O. Everett, *Vice-Chairman*, assisted by

The United Daughters of the Confederacy

J. Foster Barnes

Paul Bryan

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W. Vance Hoffer, *Chairman*

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V. J. Ashbaugh, *Chairman*

Anson K. Chesson, *Vice-Chairman*

Bernard Kumpler

Mrs. Lutie Sea

Norman Crabtree

Ed Gwinn

James R. Nelson

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Capt. S. M. Pickett

Brig. Gen. Claude T. Bowers

Capt. Robert J. Durham

CWO Millard P. Burt

Capt. Coy Lee Pendergrass

1st Lt. William W. Wilson

Capt. Louie H. Davis

Capt. Jay L. Ashley

1st Lt. Marvin C. Pickett

Capt. J. M. Ocker

Capt. James G. Yeaman

Col. Robert J. Knight, Jr.

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Capt. Keating

Capt. Scott P. Cooper

Com. Edwards

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Col. Morehead

1st Lt. Wiley Brown

Maj. W. S. Brady

Capt. James R. Meador

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H. H. Blackmon

J. W. Holmes

Jake Nurkin

Edward J. Lahiff

Ralph Riddick

Richard T. Sanders

Dan K. Edwards

Frank Pierson

Capt. Barrie S. Davis

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Stacy Weaver, *Chairman*

C. E. Cooke

Glenn Starnes

## **"Centennial Farm Youth Day" Committee**

Sexton Wall, *Chairman*

Jack Watts

James Markham

G. B. Childs

John S. Trout

Ed Higgins

## **Folk Festival Committee**

Mrs. Elsie Johnson, *Chairman*

Jim Coble

Peggy Montsinger

Henry Hutaff

Clarence Whitefield

Monroe Herring

Harold Moses

Ralph Hayes

Willis Wynne

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Earl W. Porter, *Chairman*

## **HOSPITALITY DIVISION**

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### **Housing Committee**

Milton Airheart, *Chairman*

### **Transportation Committee**

Marcus Carpenter, Jr., *Chairman*

### **Traffic Safety Committee**

Dr. E. C. Brown, *Chairman*

### **Homecoming Committee Assistants**

Albert G. Carr

J. B. Brame

Bernice U. Rose

James S. Dickson, Sr.

T. Yancy Milburn

W. S. Markham

John Forlines, Jr.

### **Housing Committee Assistants**

S. C. Rigsbee

Claude Bittle

D. W. Griffin

Y. C. Bailey

### **Transportation Committee Assistants**

Alton Skinner, Jr.

Stuart P. Alexander, Jr.

L. N. Wilson

Preson Phillips

Hugh Whitted

Donnie Jacobs

H. Kerman Copley

A. Coolidge Elkins

Donald E. Deichmann

Tommy O'Shea

Emmett Lee

Lester C. Williams

Alston Stubbs

### **Traffic Safety Committee Assistants**

T. B. Seagroves

C. M. Clarke

Harold E. Bowles

George A. McAfee

Sam J. Angier

Bob White

Glenn Anglin

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J. Frank Jarman, *Chairman*

### **Talent Committee**

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### **Costume and Make-Up Committee**

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Personnel—The Sbrinette Club

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Jimmie Butler

Mrs. Carver Peacock

Talmadge Bobbitt

Mrs. Marshall Davis

Eugene Carlton

Mrs. Ruth Johnson

Marshall Davis

Mrs. Horace Wise

Milton Hogan

Mrs. Virginia Massey

Mrs. Winston Montgomery

Clyde Wheeler

Mrs. Harvey Ross

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Glenn C. Titus, *Chairman*

All construction work contributed by United Brotherhood of Carpenters and Joiners of America Local Unit No. 522, Glenn C. Titus, Secretary.

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Exchange

ESTABLISHED 1872

Telephones:

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# *J. Southgate & Son* INCORPORATED *Insurance Specialists*

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## THE FIRST ELECTRIC LIGHT . . . .

—was not invented until 1879—seven years after James Southgate had started the organization which today serves so many Durham people. In his own way Mr. Southgate brought light into the lives of the people he served. He freed them from worry and protected them against loss. Today, in our 81st year of service and satisfaction, this Agency offers these same things on a much larger and more comprehensive scale, but still with the same individual attention and consideration shown its many Durham friends by its founder.

**ALL KINDS OF INSURANCE EXCEPT LIFE**  
FIRE—CASUALTY—AUTOMOBILE—BURGLARY—BONDS—MARINE

# DURHAM'S OLDEST BANK

The small, square front building on the left was occupied by Morehead Bank in 1878. This was Durham's first bank which was reorganized in 1905 and became The Citizens National Bank of Durham.

And so this bank and the City of Durham have grown up together. The growth of the one has paralleled the development of the other, and we are proud to join Durham in this Centennial Celebration of Progress. As the future unfolds we hope to be a factor in the continued growth of Durham for we will move forward and become an even bigger and better bank . . . an institution serving in a friendly, informal, efficient manner its great host of friendly customers.



## The Citizens National Bank

Tobacco Branch  
Rigsbee at Seminary

Main Office  
Main at Mangum

Duke Branch  
01 Union Building



A bird's-eye view of our fair city, with its panorama of brick buildings, many of them built with Borden brick and structural tile, reveals the part we have had in Durham's magnificent growth. We are proud that we have had this opportunity, and grateful to be a part of the 100th Anniversary celebration.

## **BORDEN BRICK AND TILE COMPANY**

*Manufacturers of*

**COMMON BRICK    FACE BRICK    ROMAN BRICK**

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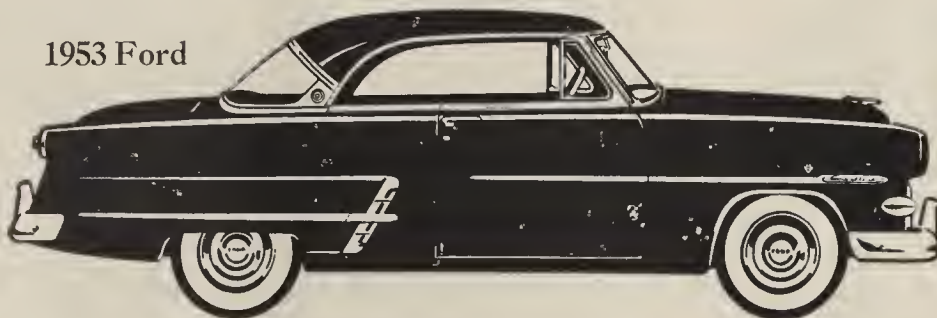
**SANFORD, N. C.**

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## **PROUDLY SERVING DURHAM WITH FORD SINCE 1916—37 YEARS**

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**Ford Cars—Trucks—Parts—Service**

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**330 E. Main Street**

**Phone 9-1921**



## Nu-Tread Tire Co., Inc.

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## DURHAM'S Centennial Celebration 100 YEARS OF PROGRESS 1853-1953



THE PRITCHARD-BRIGHT COMPANY EXTENDS TO ALL CITIZENS OF DURHAM THE WARMEST FELICITATIONS AND BEST WISHES ALWAYS, ESPECIALLY DURING THE CELEBRATION OF DURHAM'S ONE HUNDRED YEARS OF PROGRESS.



*"Clothes For Men Who Care"*

HICKEY-FREEMAN • MICHAELS-STERN  
VARSITY TOWN

ESTABLISHED IN 1911

# Pritchard - Bright & Company

WASHINGTON DUKE HOTEL BUILDING

DURHAM, NORTH CAROLINA



## *Wells-Lloyd Florist, Inc.*

1000 W. Main Street

Durham, N. C.

Tel. 6955

Located Just Two Blocks from

Duke University

*A Variety of Choice Flowers Available  
at All Times, Beautifully Arranged  
and Promptly Delivered*

Lyda C. Wells

Nellie G. Lloyd

# 1922-1953

FOR 31 YEARS—almost one-third of our community's 100 years of growth—Clark and Sorrell, Incorporated, has endeavored to give you an automobile parts and service organization that would be in keeping with the ever-increasing needs of a progressive Durham.

## **CLARK & SORRELL**

323 Foster Street

318 Roney Street

*"Durham's Home of Specialized  
Automobile Service"*

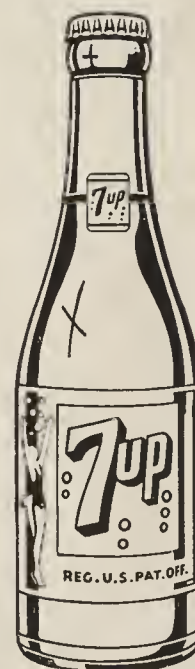
**Pioneers In  
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Since 1917**

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Main and Market Streets

*Fresh  
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## Duke University, Established in Durham in 1892



Aerial View of the West Campus of Duke University



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is a domestic sanctuary—wrought  
out of desire—built into memory—  
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family in sharing labors, leisure,  
joy, and sorrows."



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*General Contractors*



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205 Snow Building

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*Compliments of*

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105 W. Chapel Hill St.

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DURHAM, NORTH CAROLINA

## DRAUGHON-HALL CO.

WHOLESALE GROCERS

Serving Durham

1925 to 1953

Visit Us in Our New Home for the  
Finest Service on Recapping  
and Vulcanizing

Distributors for

Fisk & Mohawk Tires and Tubes

RIGSBEE TIRE SALES, INC.

108 Lakewood Ave.

At South St.

*Contracting in Durham*

*Since 1910*

C. H. SHIPP CONSTRUCTION CO.

C. H. Shipp, Owner

Tel. No. 8-2356

SECURITY BUILDING & LOAN  
ASSOCIATION

(Organized, 1927)

SAVINGS

HOME LOANS

Trust Building

Durham, North Carolina

*Ship by Truck*

THE  
TRANSPORT CORPORATION

AVONDALE DRIVE

DURHAM, N. C.

Wilfred G. Epes, Jr., President

AUTOMOBILE LOANS

*Our Rates Are Lower*

Dial 4903

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HERRING  
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Locally Owned and Operated

518 N. Mangum St.

Distinctive  
Fashions  
for  
discriminating  
women!



LIPSCOMB-GATTIS COMPANY

*Men's Clothing*

Since 1917

211 West Main St.

Durham, N. C.

Lee Roy Gattis  
President

Leroy E. Graham  
Sec'y-Treas.



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from the folks who supply you  
with many happy hours through  
Amoco products for your car and  
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# **ERWIN OIL COMPANY**

*American Oil Company Distributors*

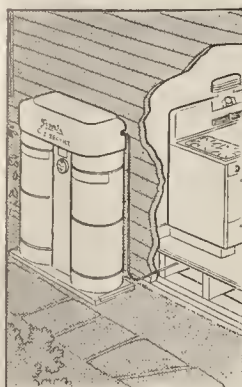
# **CONGRATULATIONS!**

To the City of Durham on

# **ONE HUNDRED YEARS OF PROGRESS**

**NORTH CAROLINA  
MUTUAL LIFE INSURANCE CO.**  
Durham, North Carolina

"No Home Complete Without North Carolina  
Mutual Policies"



For  
GAS RANGES  
REFRIGERATORS  
WATER HEATERS

Dial  
2-6901 — 9-4788

Gas Service Beyond  
the Gas Mains

**INLAND GAS CO., INC.**  
1026 Cleveland St.  
Durham, N. C.

Congratulations to the City of Durham  
on its 100th Anniversary. We are  
proud to have served you for 45 years.  
Consult us, without obligation on any  
form of insurance.

# **HOME INSURANCE AGENCY, INC.**

John A. Buchanan, Pres.  
Bennie L. Daniel, Vice-Pres.  
Chas. T. Zuckerman, Treas.  
W. Alfred Williams, Sec.  
Mrs. Evelyn T. Petty, Asst. Sec.  
Tom Cranford, Asst. Sec.  
Hubert M. Brown  
Mrs. Sylvia T. Cheek  
Miss Betty Jean Ferguson  
Mrs. Ruth C. Dickerson

212½ Corcoran St.

Phone 2-146

Durham, N. C.

## *Congratulations Durham . . .*



This building houses the main office of Farmers Exchange located at 801 Gilbert St. in Durham. A part of grain storage elevators and feed mill are shown in background.

In the depression of 1930, four hundred farmers with 2400 dollars in capital organized Farmers Exchange for the purpose of developing good markets for what they produced on their farms and lowering their costs of feed, seed, fertilizer and farm supplies.

Today, 23 years later, 12,000 farmers from Durham, Orange, Chatham, Granville and Person Counties own and operate Farmers Exchange. These farmers have over \$2,000,000 invested in land, buildings and equipment used in marketing their livestock, poultry, eggs, seed, hatching eggs and grain, and buying their feed, seed, fertilizer, baby chicks and farm supplies.

They now own and operate a modern feed mill, with a yearly production of 45,000 tons of feed, 100,000 bushel grain storage, poultry processing and packing plant, cold storage and freezer locker plant, a chick hatchery with 60,000 weekly capacity, three seed cleaning plants, livestock market with cold storage and slaughtering facilities, three custom grinding and feed mixing plants, a fleet of 36 trucks, and eight marketing and purchasing warehouses located in the above counties.

In 1952 these farmers sold \$5,500,000 worth of livestock, poultry, eggs, seed, hatching eggs and grain, and purchased \$6,500,000 worth of seed, feed, fertilizer and farm supplies through their Farmers Exchange.

Each year after interest is paid to the farmer on the stock which they own in Farmers Exchange, the remaining profits derived from the operations of the organization are refunded to the patron who furnished the marketing and purchasing volume.



# Mack's Furniture Company, Inc.

101 West Chapel Hill St.

Phone 4-4961

*"Home of Nationally Advertised Home Furnishings"*

Ernest S. Booth, President

Lloyd C. McCarson, Secretary and Treasurer

## DURHAM FRUIT & PRODUCE COMPANY, INC.

301 SOUTH DILLARD STREET

A Durham business since 1925, wishes to congratulate the City of Durham on its 100 years of progress and growth.

One might ask what makes a city or a business grow. The answer could be varied, but the secret may be found in integrity, honesty, fair dealing and courteous service. These have made our friends—made our business grow.

For the past 28 years we have strived to help keep the people of Durham healthier by supplying them with Fresh Fruits, Vegetables and Eggs—FRESH FOR HEALTH—In our modern Cold Storage Warehouse can be found all these products 365 days in the year, brought here from all producing areas in the nation, including our own local countryside, and re-distributed for your enjoyment and health.

We salute the City of Durham on its Centennial Anniversary.



*34 Years Of Progress*

*Built On These Principals . . .*

☆ QUALITY

☆ SERVICE

☆ ECONOMY

*Durham's Shopping Center*





## **WE'RE BULLISH ON DURHAM**

First Securities Corporation, with home offices in Durham, is one of the leading investment banking firms in the Southeast. Its primary functions are to serve investors, to provide permanent capital to business enterprises, and to underwrite permanent State and Municipal improvements.

In this capacity, First Securities has exercised many opportunities to express its confidence in Durham and the Southeast. For example, in 1948 the firm and its associates purchased the \$3,800,000 City of Durham bond issue which at that time was one of the largest new municipal issues in North Carolina's history. Several years ago the firm conceived the idea of a turnpike in North Carolina and is serving as investment banker for this proposal. In 1952, the

firm and the Nello Teer Company jointly purchased the Durham and Southern Railway as an investment, thus returning the railway to local ownership. Plans are now underway to modernize the road and attract new industry and business along its route. First Securities remains bullish on the future of Durham and looks forward to continuing to contribute to and participate in its growth.

### **FIRST SECURITIES CORPORATION**

**DURHAM, NORTH CAROLINA**

Charles F. Jones, President & Treasurer; William D. Croom, Vice-President; Robert King, Jr., Vice-President; Erskine Duff, Vice-President; Margaret Bullock, Secretary & Assistant Treasurer; Harvey B. Jones, Assistant Secretary.

## **WEST DURHAM LUMBER COMPANY**

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**Curtis Millwork - Special Millwork**

**Johns-Manville Roofing and Wallboards**

**Masonite Hardboard Products**

**Every Item in Stock for Every Builder**

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**WEST DURHAM LUMBER COMPANY**

**3109 Hillsboro Road, Durham, N. C.**



## WE CELEBRATE TWO ANNIVERSARIES THIS YEAR . . .

1953 is an important year to all citizens of the City of Durham. Its been one hundred years since its founding. Happily, each of those years has been laden with growth and success. Since 1853, Durham has grown from an infant town into one of the metropolises of North Carolina and into one of the most well-known cities in America. Its chant of the tobacco auctioneer has been heard 'round the world. Today, Duham is known for its beautiful churches, its thriving industry, its great banking facilities, its fine schools, and a wonderful spirit of neighborliness among its people. May its next hundred years of spiritual and economic growth be equally as amazing.

1953 is also of great importance to we of Tomlinson Co., Inc. This year marks our Fiftieth Anniversary in the field of modern Plumbing and Heating Equipment. It was at the turn of this century when Durham was at the beginning of its great growth that the Tomlinson Co. was organized—and soon its name became a by-word in Durham and North Carolina for the Quality and Service of its products and personnel. Ever since our first store was opened in Durham we have been mighty close to the beautiful picture of this City's success—and may it continue to go forward.

## TOMLINSON CO., INC..

(J. H. Verell, Manager)

400-402 Peabody St.  
Durham, N. C.

Greensboro, N. C.  
Norfolk, Va.

Richmond, Va.  
Chester, Pa.

Wholesalers in

MODERN PLUMBING AND HEATING EQUIPMENT

*Select Your Plumbing and Heating Requirements in Our  
Modern Show Rooms*



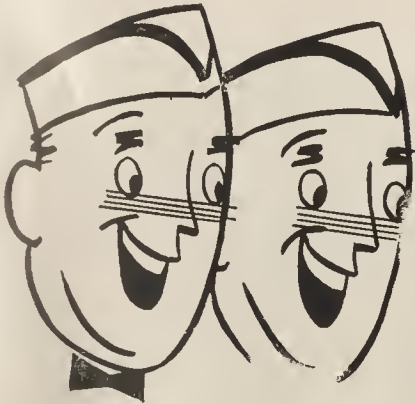
# NELLO L. TEER CO.

*44 Years of Durham's 100*

## Contractors

Airfields, Railroads, Highways, Dams

All Types of Heavy Construction



Happy anniversary, Durham, and thank you for being so nice to us during our 26 years of striving to bring you the best in modern dairy service and products.

C. B. Martin & V. J. Ashbaugh

**Durham Dairy Products, Inc.**

Established 1927

# North Carolina's Largest State Chartered Building & Loan Association



## DIRECTORS

Walter A. Biggs  
E. S. Booth  
K. U. Bryan  
John A. Buchanan  
C. C. Council  
C. T. Council  
C. E. Jordan  
C. H. Livengood  
Dr. D. K. Lockhart  
C. Knox Massey  
R. S. McGhee  
Gordon K. Ogburn  
Donnie A. Sorrell  
Marshall T. Spears  
William B. Umstead

## Dedicated To Serve You

This Association was founded in 1920 to serve Durham by encouraging thrift and home-ownership. How well that objective is being met is testified by this record: Since its organization the Home Building & Loan Association has paid more than Three Million Dollars in dividends and has made home loans of over Thirty Three Million Dollars. Yes, for savings with safety and profit . . . for low-cost home loans . . . Durham has gone "Home." As a result, the Association today is the largest state-chartered building and loan in North Carolina, and is in a stronger position than ever to serve you.

## Home Building & Loan Association

Durham, North Carolina

RESOURCES OVER SIXTEEN MILLION DOLLARS





## Birthday Present For Durham

Southern Fire Insurance Company was organized in Durham 30 years ago. Today it writes more fire insurance in North Carolina than any other state company. This growth is rooted in the support of our fellow citizens and particularly of our agents in the Durham area.

By way of expressing our appreciation as well as indicating our confidence in Durham's future, we are now constructing a new, modern Southern Fire building on Broad Street. It is scheduled for completion in 1953, Centennial Year, and we like to think of it as our birthday present to Durham.

Southern Fire Insurance Company



J. F. Glass, President  
L. L. Sasser, Vice-President & Treasurer  
Gilbert C. White, Vice-President  
R. H. Wright, Vice-President  
Frank E. Minter, Secretary

## Robroy Manufacturing Company

TRUCK CRANES    EQUIPMENT TRAILERS

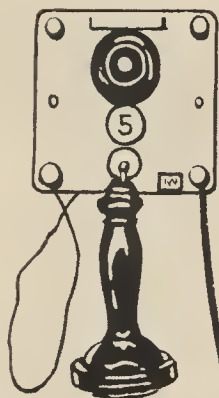
HEAVY-DUTY WELDING

George Teer, Pres.  
W. P. Farthing, V-Pres.  
Dillard Teer, Secy. & Treas., Gen. Mgr.

Post Office Box 1131  
DURHAM, NORTH CAROLINA

# SERVING DURHAM

~ Since 1895

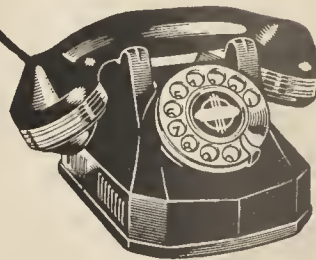


Forty-two years after the establishment of the Post Office at Durham Station, the telephone came to Durham in 1895. At that time Durham had less than 200 telephones in use for its 6000 inhabitants.

The switchboard of the first telephone exchange, which was located over Johnson's Drug Store on the Southwest corner of Main and Church Streets, was later moved to its present location at 104 Holloway Street. The work of laying wires underground began in 1919 and further improvement came in 1926 when automatic dial equipment was installed to replace the common battery type system. Durham was one of the first North Carolina cities to install the dial system.

## TODAY

Durham Telephone Company is one of the largest telephone companies in North Carolina, serving over 28,600 telephones in Durham County. The Company is housed in three up-to-date exchange buildings equipped with modern facilities and the latest in telephone equipment. Its new half-million dollar main office addition is another progressive step in a history of constant expansion of facilities and service in the Durham area.



## DURHAM TELEPHONE COMPANY



# One and a Half Million Times a Week



Every week, 52 weeks each year, an average of almost one and a half million people buy a package of "BC" Headache Tablets or Powders.

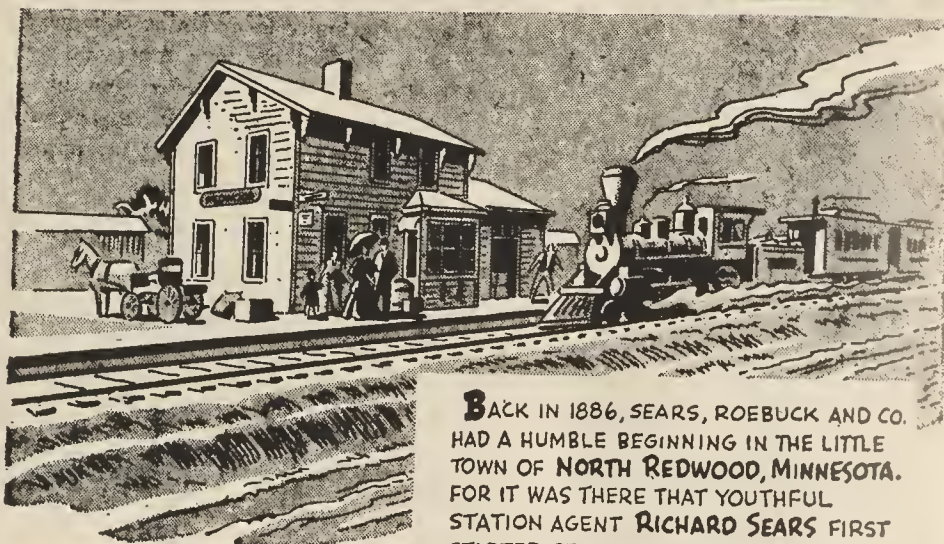
And every time a package of "BC" is bought the city of **DURHAM** becomes better known—for every package of "BC" ever made had the name of "DURHAM, N. C." plainly printed thereon.

- *Nowadays more millions than ever are being told that for headache relief there isn't anything better or faster than "BC".*

## **B. C. REMEDY COMPANY**

**Durham, North Carolina**

# Through The Years With



**B**ACK IN 1886, SEARS, ROEBUCK AND CO. HAD A HUMBLE BEGINNING IN THE LITTLE TOWN OF NORTH REDWOOD, MINNESOTA. FOR IT WAS THERE THAT YOUTHFUL STATION AGENT **RICHARD SEARS** FIRST STARTED SELLING WATCHES BY MAIL.



**A** CLASSIFIED AD FOR A WATCHMAKER WHICH **DICK SEARS** RAN IN THE CHICAGO DAILY NEWS IN 1887 ATTRACTED THE ATTENTION OF **ALVAH ROEBUCK**. THEIR SUBSEQUENT MEETING LED ULTIMATELY TO THE ESTABLISHMENT OF THEIR FAMOUS PARTNERSHIP.



**S**EARs, ROEBUCK AND CO. ENTERED THE RETAIL FIELD IN 1925. ITS EVANSVILLE, INDIANA STORE - OPENED IN OCTOBER OF THAT YEAR - WAS THE **FIRST** STORE TO BE ESTABLISHED OUTSIDE OF A MAIL ORDER PLANT.



In 1934 a retail store was opened in Durham on Main St. in the building now occupied by Charles Stores. The large, modern store shown at right was opened in March 1947 and has attracted many persons to the city as well as better serving the citizens of Durham.



## *Baldwin's Keeps Pace with the Progress of a Great City!*

Baldwin's  
Main Floor  
in 1911



In 1853, R. L. Baldwin's great grandfather had begun the Baldwin tradition with a "general store" up in Buckingham County, Virginia. Down through the years the Baldwin family has kept up this heritage of solid, square-deal principles in merchandising.

Visioning the great future of North Carolina, R. L. Baldwin came to Durham and opened a store. That was in 1911.

Now in 1953, Baldwin's says "Thank You" to all you friends and customers who have contributed to our growth. We are constantly striving to be better—and grow greater with a Great City.



*Foremost in Fashions  
for Over Forty Years*

# Ellis Stone

"First In Fashion  
Since 1885"

Extending you a cordial welcome to  
Durham's Centennial Celebration and  
inviting you to make our store your  
rendezvous when you are downtown.  
Outside telephone, rest rooms and many  
other services are yours for the asking.

Main Street  
at  
Corcoran





# THE ALLENTON REALTY AND INSURANCE CO.



*Sales - Leases*



PROPERTY MANAGEMENT

INSURANCE



SERVING THE PEOPLE OF DURHAM

OVER ONE QUARTER OF A CENTURY

Wesley Beavers

Tom Hildebrandt

Frank Godfrey

206 N. Mangum St.

4-943

# Looking Forward

BY M. B. FOWLER

You have read in this booklet about the founding of the City of Durham; how the pioneers did their job well; how our forefathers laid solid foundations; and how we have progressed as a city of industry, education and medicine. Many of the advertisements in the booklet depict graphic descriptions of the growth of these enterprises. Through the episodes of the pageant we have relived great moments in our history.

What about the future of our City? We will not attempt to prophesy or blueprint future events, but we can safely predict sound progress in the years ahead. Durham has never been a "boom and bust" town. At times we have been accused of being conservatively progressive. Perhaps this is true. Our people have always had vision, but they have also had gumption. We don't take on a thing just because it's old or new. We hold onto what's good of the past and reach forward and grasp what's good of the new. Perhaps that's why we have weathered so many storms in the past. It also has something to do with the high rating of the City of Durham bonds.

We have faith in the future of our City. Faith is the substance of things hoped for and the evidence

of things not seen. That calls for research. There is probably more research going on in Durham than in most other cities of the same size. Our tobacco, textile, machinery and other industries have their research laboratories. Our colleges and schools and our hospitals have extensive research facilities, both in physical and human relation projects. Our City and County governments are constantly testing out new ideas and procedures. These are some of the reasons we can look with confidence to the future of our City.

Our greatest asset, however, is the character of our people. We are a people who believe in a Divine Being and trust in His guidance. Therein lies our source of wisdom and strength to solve our problems as we go forward.

## CAROLINA VENETIAN BLIND CO.

Manufacturers of  
Superior Venetian Blinds of All Types  
Phone 9-5864 404-406 McMannen St.

*Compliments of*  
**ROYAL CROWN BOTTLING CO.**  
Bottlers of Royal Crown Cola, NeHi &  
Par-T-Pak Beverages

BE "MODERN"  
*Call*  
**MODERN  
ELECTRIC COMPANY, INC.**  
*For All Types of*  
Industrial, Commercial, and  
Residential Wiring  
"Organized 1926"

Phones  
2-7501  
9-7168



J. W. Vaughan,  
Pres. & Mgr.

*"Where Quality Counts"*

**BOONE DRUG CO.**

Cor. Mangum-Parrish-Orange Sts.

Phone 4911

We Deliver Free

## PHOTOENGRAVERS

⊗ **CRAFTSMANSHIP**  
*of the highest character*

⊗ **QUALITY**  
*of unsurpassed excellence*

⊗ **SERVICE**  
*with a personalized interest*  
*and*

*a genuine satisfaction in the progress*  
*of those we serve.*

**DURHAM ENGRAVING COMPANY**  
DURHAM, N. C.



# DURHAM BANK & TRUST COMPANY

**Thank you** for making it possible for the Trust Company to have grown more rapidly than any other bank in this area. During these coming years we hope to be of still greater service. By anticipating your banking needs, by providing the proper service at the proper time, and by answering when called upon with positive leadership, we look forward with you to an expanding economy in a growing North Carolina.

*Member Federal Deposit Insurance Corp.*

Durham  
Apex  
Cooleemee



Creedmoor  
Hillsboro  
Mebane  
Wake Forest



"Chesterfield is my  
cigarette—has been for  
years. I say . . . much  
milder Chesterfield is  
best for me."

*Peggy Lee*



# Chesterfield is Best for YOU!

First cigarette to offer  
**PREMIUM QUALITY** in both regular  
and king-size



CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER  
PRICE THAN ANY OTHER KING-SIZE CIGARETTE

Copyright 1953, LIGGETT & MYERS TOBACCO CO.

**W**HEN you are asked to try a cigarette you want to know, and you *ought* to know, what that cigarette has meant to people who smoke it all the time.

For a full year now, a medical specialist has given a group of Chesterfield smokers thorough examinations every two months. He reports:

*no adverse effects to their nose, throat  
or sinuses from smoking Chesterfields.*

More and more men and women all over the country are finding out every day that Chesterfield is best for them.

*Enjoy your Smoking.*

Try Much Milder Chesterfield  
with its extraordinarily good taste.